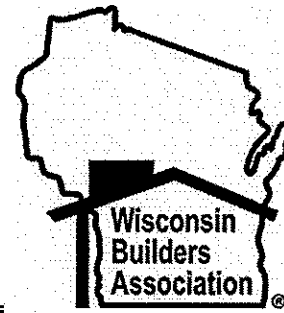




Environmental Compliance  
Corporation for Development  
and Economic Vitality  
**ECCODEV**



4868 High Crossing Blvd. Madison, WI 53704

May 28, 2008

Mark McDermid  
Director, Bureau of Cooperative Environmental Assistance  
Wisconsin Department of Natural Resources  
P.O. Box 7921  
Madison, WI 53707-7921

**RE:** Annual Report for Environmental Compliance Corporation for Development and Economic Vitality (ECCo-DEV)

Dear Mark:

I am submitting Annual Report in regarding to the 2007 activities of the ECCo-DEV's participation in the Green Tier Program. ECCo-DEV is a corporation affiliated with the Wisconsin Builders Association (WBA). This Charter Agreement is specifically targeted towards developers. Consequently, the WBA Development Council, which is a Council consisting of developers and others involved in the development industry, has been the entity directly involved in the activities relating to the ECCo-DEV Charter Agreement.

As you know, ECCo-DEV and the DNR entered into one of the first Green Tier charter agreements on October 3, 2005 pursuant to § 299.83 of the Wisconsin Statutes, which is commonly referred to as the "Green Tier Law." We have greatly appreciated the opportunity to work with the Wisconsin Department of Natural Resources (DNR) on this important matter, and we remain committed to the Green Tier Program.

Below is a brief summary and analysis of some of the activities that occurred in 2007.

### ***ECCo-Dev Participation***

The first applicant under the ECCo-DEV Charter Agreement, Casaloma Development Corporation, was accepted into the program in 2007. As described

below, a number of other entities have expressed an interest in the Green Tier Program, but had not applied for entry into the Green Tier Program in 2007.

### ***ECCo-DEV Educational/Marketing Efforts***

ECCo-DEV worked during the past year to provide information on the Green Tier Program to both a broad group and to a targeted audience. Some of these activities included the following:

- Meeting with DNR staff to discuss opportunities to promote involvement in the Green Tier Program.
- After soliciting a number of potentially interested companies, the Development Council hosted a meeting between DNR Bureau of Cooperative Assistance staff, Casaloma Development Corporation, an environmental consultant from Perfect Environmental Performance, LLC., and three companies interested in the Green Tier Program. The meeting provided a forum for these interested entities learn more about Green Tier and to ask any questions. *It is important to note that there were other companies interested in the Green Tier Program who were unable to attend this meeting.*
- The Green Tier Program was discussed at Development Council meetings, and Casaloma Development Corporation discussed its experience and involvement with the Program at one of the meetings.
- A lead article regarding Casaloma's entry into the Green Tier Program was published in the *Wisconsin Building News*, a publication that is distributed to Wisconsin Builders Association's approximately 9000 members. In addition, information regarding Green Tier was included in the *WBA Developing Issues Newsletter*, which is the publication of the WBA Development Council and is distributed to developers who are members of the Council.
- Information regarding the ECCo-DEV Charter and Green Tier was maintained on the Development Council portion of the WBA website.

### ***Potential Future Applicants***

While there are a number of entities that remain interested in the program, including three who have taken steps towards implementing an Environmental Management System (EMS), two entities appear closest to entering the Green Tier Program. One of these entities has submitted an application that is currently pending at DNR.

In addition, another potential applicant has gone through EMS training with its staff and is well-situated to move forward with an application when it is ready to do so. The EMS Guidance Manual developed by ECCo-DEV was base instrument that was used in developing this company's EMS.

It is important to note that Pat Stevens attended all five sessions of the EMS implementation training with this developer (about 20 hours). The Development Council made that commitment of resources to assure that we fully understood the level of investment required by a developer to commit to this process. It also provided us an opportunity to see potential benefits an EMS may provide to our members.

### ***Challenges to Entry into the Green Tier Program***

While we continue to be committed to and optimistic about the future of the ECCo-Dev and its Charter Agreement, it is useful to reflect on some of the reasons why more entities have not joined the Green Tier Program at this point. Some of these reasons may include:

- This Program is still in its infancy. Given that the first participant was accepted into the Green Tier Program in May of 2007, there is no history available for other potential applicants to examine. Thus, it is difficult for interested parties to evaluate the pros and cons related to participation in Green Tier.
- The development industry is currently facing extremely challenging economic conditions, and this circumstance may be creating a reluctance to dedicate the time and resources to enter this relatively new program.
- There is a continued need to educate potential participants about the Green Tier Program and what participation in the Program would mean for those companies. Many developers have few in-house employees and do not have staff exclusively dedicated to environmental issues. Establishing an ISO 14000 equivalent EMS can appear daunting and confusing for those that are learning about these topics.
- There is a continued need to enhance the incentives associated with involvement in the Green Tier Program. Some may view the available incentives as insufficient when weighed against the resources that need to be committed to participate in the program.

### ***Miscellaneous Comments/ Activities***

A number of other comments may be of interest in regard to 2007 activities. These include:

- ECCo-Dev had a change in staffing in 2007. John Kisiel left WBA in June of 2007 and was replaced by Pat Stevens. In order to become more familiar with the Green Tier Program and its requirements, new staff attended all the EMS training sessions at a company planning to join the Green Tier Program, reviewed related documents and materials, met with Green Tier DNR staff, and participated in the Green Tier Advantage Seminar.
- ECCo-DEV and DNR are in continuing discussions regarding modifying the Charter Agreement to incorporate some minor changes to the document. These changes will be completed in 2008.
- ECCo-DEV staff met with DNR staff in regard to potential changes to the Green Tier law. Ultimately, these changes were not introduced during the last legislative session.

### ***Future Activities***

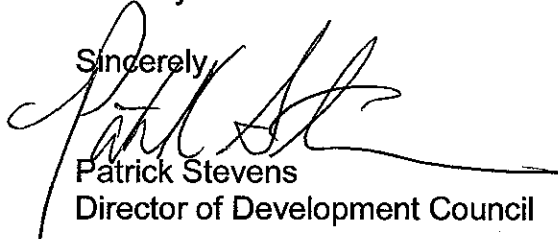
ECCo-DEV will continue to work to publicize and encourage participation in the Green Tier Program. We will also provide assistance to any developers that enter the Program through the ECCo-DEV Charter. We will be working with Casaloma Development Corporation to gather information about the environmental, economic, and other impacts relating to its involvement in Green Tier, and share that information with other interested parties.

In addition, we are committed to working with DNR, legislators and other interested parties to pass legislation which improves and reauthorizes the Green Tier Program.

Please contact me if you have any questions regarding this Report.

Thank you.

Sincerely,



Patrick Stevens  
Director of Development Council